

Brussels Environment (the regional administration for Environment) employs over 800 people dedicated to the management of energy and sustainability. All the elements of our lives that we take for granted – the air we breathe, the water we drink, the energy we consume, the waste we produce, the noise we make, the biodiversity we share – are continuously evaluated and policies for a cleaner environment implemented.

Background

At the end of 2014, Brussels Environment moved their offices into 'le BEL', one of the largest passive buildings in Europe. Designed by Cepezed Architechts – the renowned, award-winning trailblazers in sustainable architecture – this energy-efficient, eco-construction includes an information and exhibition centre for the environment, a multi-purpose events area with breakout rooms, exhibition spaces, and an auditorium of 415 seats. Brussels Environment has appointed Connected Concepts to promote the BEL building's conference centre by developing a strong marketing strategy for the increase of sales and revenue growth.

Quality assessment and strategic development

Our knowledge of the MICE industry (Meetings Incentives, Conferences & Events) has facilitated our analysis of the internal environment and the positioning of the conference centre in the context of the Brussels market, and has allowed us to establish our marketing approach and to set expectations. After a comprehensive study – product definition, pricing, tools needed, and communication – our marketing team formulated the plans and procedures needed for the success of this project. Using qualitative and quantitative methods, we have identified the challenges and the opportunities as well as the financial objectives. This has enabled us to devise the centre's business model, to implement strategies for development, and to target the most appropriate audiences, both domestic and international.

Collaboration and interaction

The combination of our marketing industry expertise and an excellent relationship with the Brussels Environment teams has resulted in a report and an evolutionary action plan detailing marketing and financial blueprints to ensure the continuing success of the new conference centre.



Top: With 16,700 m² of floor space, the new administrative headquarters of Brussels Environment is also one of the largest office and activity buildings to meet the passive standard in Europe

Middle: BEL.Brussels: The environmental information, conference and exhibition centre.

Bottom: Auditorium (415 seats)

"Following a public tender procedure, Connected Concepts has been appointed as our consulting agency. During a 6-month project they have developed and assisted with the implementation of the marketing strategy and communication plan for the BEL. Their suggestions and initiatives have been extremely practical and effective. We would recommend their services to any conference and exhibition center looking for advice on various aspects of convention center management."

Julie Hairson, Head of Department
External Communication

Take a look at our recent projects and explore the possibilities: www.connectedconcepts.eu

Or contact us for more information:
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